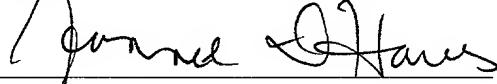


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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Josh Malik and Scott Niesen

Group Art Unit: unknown

Serial No.: unknown

Examiner: unknown

Filed: Concurrently Herewith

Atty. Dkt. No.: EISE:093/LWT

For: Product Selector

PRELIMINARY AMENDMENT

Assistant Commissioner for Patents
Washington, D.C. 20231

Sir:

Please consider the enclosed Preliminary Amendment.

It is believed that no fee is due, as the fees associated with these claims have been addressed in the letter that accompanies the filing of this application. However, should any additional fees be required for any reason relating to the enclosed materials, the Assistant Commissioner is authorized to deduct said fees from Deposit Account No. 01-2508/EISE:093/LWT.

AMENDMENTS

- Please add the following new claims:

19. (new) A selector for recommending a product or service based on a plurality of questions, the selector comprising:

a base;

a sequence of a plurality of moveable members capable of moving relative to the base, each moveable member containing a response portion associated with a question concerning the product or service, each movable member also containing a marker capable of pointing to an associated response portion, wherein the associated response portion for all of the moveable members except for a last moveable member in the sequence is located on the next moveable member in the sequence;

wherein the response portion associated with the marker of the last moveable member indicates a recommended product or service when the plurality of markers are aligned with their associated response portions.

20. (new) The selector of Claim 19, wherein the base is planar.

21. (new) The selector of Claim 20, wherein the moveable members are capable of moving in a horizontally in the planar base.

22. (new) The selector of Claim 19, wherein the base is cylindrical.

23. (new) The selector of Claim 22, wherein the moveable members are capable of moving radially with respect to the base.

24. (new) The selector of Claim 19, further comprising a first marker located on the base that is associated with the response portion of a first moveable member in the sequence.

25. (new) The selector of Claim 19, wherein the recommended product is a type of food waste disposer.

26. (new) The selector of Claim 19, wherein the response portion associated with the marker of the last moveable member is located on the base.

REMARKS

Claims 1-26 remain in the application. Claims 19-26 have been added and are new. A clean copy of the claims as amended by this response appears at the end of this Preliminary Amendment for the Examiner's convenience.

Respectfully submitted,



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10035926 466604

‘Product Selector,’ inventors Josh Malik and Scott Niesen

Clean copy of all pending claims

1. A selector for recommending a product based on at least a first question and a second question, the selector comprising:
 - a base identifying the first question and the second question;
 - a first marker associated with the first question;
 - a first moveable member capable of moving relative to the base and the first marker, the first moveable member having a first response portion and a second marker, the first response portion associated with the first question and the second marker associated with the second question; and
 - a second moveable member capable of moving relative to the base and the second marker, the second moveable member having a second response portion and a product selection marker, the second response portion associated with the second question;

wherein the product selection marker is capable of indicating a recommended product when the first response portion is aligned with the first marker and the second response portion is aligned with the second marker.
2. The selector of Claim 1, wherein the first moveable member and the second moveable member are capable of moving in a horizontal plane.
3. The selector of Claim 1, wherein the first moveable member and the second moveable member are capable of moving radially with respect to the base and the first marker.
4. The selector of Claim 1, wherein the recommended product is a type of food waste disposer.

5. A selector for recommending a product based on at least a first question, a second question, and a third question, the selector comprising:

- a base identifying the first question, the second question and the third question;
- a first marker associated with the first question;
- a first moveable member capable of moving relative to the base and the first marker, the first moveable member having a first response portion and a second marker, the first response portion associated with the first question and the second marker associated with the second question;
- a second moveable member capable of moving relative to the base and the second marker, the second moveable member having a second response portion and a third marker, the second response portion associated with the second question and the third marker associated with the third question; and
- a third moveable member capable of moving relative to the base and the third marker, the third moveable member having a third response portion and a product selection marker, the third response portion associated with the third question; wherein the product selection marker is capable of indicating a recommended product when the first response portion is aligned with the first marker, the second response portion is aligned with the second marker, and the third response portion is aligned with the third marker.

6. The selector of Claim 5, wherein the first moveable member, the second moveable member and the third moveable member are capable of moving in a horizontal plane.

7. The selector of Claim 5, wherein the first moveable member, the second moveable member and the third moveable member are capable of moving radially with respect to the base and the first marker.

8. The selector of Claim 5, wherein the recommended product is a type of food waste disposer.

9. A selector for recommending a product based on at least a first question, a second question, a third question, and a fourth question, the selector comprising:

a base identifying the first question, the second question, the third question and the fourth question;

a first marker associated with the first question;

a first moveable member capable of moving relative to the base and the first marker, the first moveable member having a first response portion and a second marker, the first response portion associated with the first question and the second marker associated with the second question;

a second moveable member capable of moving relative to the base and the second marker, the second moveable member having a second response portion and a third marker, the second response portion associated with the second question and the third marker associated with the third question;

a third moveable member capable of moving relative to the base and the third marker, the third moveable member having a third response portion and a fourth marker, the third response portion associated with the third question and the fourth marker associated with the fourth question; and

a fourth moveable member capable of moving relative to the base and the fourth marker, the fourth moveable member having a fourth response portion and a product selection marker, the fourth response portion associated with the fourth question;

wherein the product selection marker is capable of indicating a recommended product when the first response portion is aligned with the first marker, the second response portion is aligned with the second marker, the third response portion is aligned with the third marker, and the fourth response portion is aligned with the fourth marker.

10. The selector of Claim 9, wherein the first moveable member, the second moveable member and the third moveable member are capable of moving in a horizontal plane.

11. The selector of Claim 10, wherein the first moveable member, the second moveable member and the third moveable member are capable of moving radially with respect to the base and the first marker.

12. The selector of Claim 10, wherein the recommended product is a type of food waste disposer.

13. A method for selecting a product, comprising:

sliding a first moveable member in response to a first question;

aligning one of a plurality of first responses on the first moveable member to a first marker;

sliding a second moveable member in response to a second question;

aligning one of a plurality of second responses on the second moveable member to a second marker, the second marker located on the first moveable member;

sliding a third moveable member in response to a third question;

aligning one of a plurality of third responses on the third moveable member to a third marker, the third marker located on the second moveable member;

sliding a fourth moveable member in response to a fourth question; and

aligning one of a plurality of fourth responses on the fourth moveable member to a fourth marker, the fourth marker located on the third moveable member;

wherein a product selection marker on the fourth moveable member is capable of sliding to a recommended product.

14. The selector of Claim 13, wherein the product is a food waste disposer.

15. A method for selecting a product by a consumer, comprising:

rotating a first moveable member in response to a first question;

aligning one of a plurality of first responses on the first moveable member to a first marker;

rotating a second moveable member in response to a second question;

aligning one of a plurality of second responses on the second moveable member to a second marker, the second marker located on the first moveable member; rotating a third moveable member in response to a third question; aligning one of a plurality of third responses on the third moveable member to a third marker, the third marker located on the second moveable member; rotating a fourth moveable member in response to a fourth question; and aligning one of a plurality of fourth responses on the fourth moveable member to a fourth marker, the fourth marker located on the third moveable member; wherein a product selection marker on the fourth moveable member is capable of rotating to a recommended product.

16. The selector of Claim 15, wherein the product is a food waste disposer.
17. A method to facilitate a consumer in selecting a product, comprising:
 - providing a mechanical interface for the consumer;
 - offering a plurality of questions to the consumer on the mechanical interface; having the consumer respond to each question by mechanically selecting one of a plurality of responses;
 - dimensionally weighting each response for each question;
 - dimensionally summing the responses to the questions; and
 - indicating the product selected by the dimensional sum of the responses.
18. The selector of Claim 17, wherein the product is a food waste disposer.
19. (new) A selector for recommending a product or service based on a plurality of questions, the selector comprising:
 - a base;
 - a sequence of a plurality of moveable members capable of moving relative to the base, each moveable member containing a response portion associated with a question concerning the product or service, each movable member also containing a marker capable of pointing to an associated response portion, wherein the

associated response portion for all of the moveable members except for a last moveable member in the sequence is located on the next moveable member in the sequence;

wherein the response portion associated with the marker of the last moveable member indicates a recommended product or service when the plurality of markers are aligned with their associated response portions.

20. (new) The selector of Claim 19, wherein the base is planar.
21. (new) The selector of Claim 20, wherein the moveable members are capable of moving in a horizontally in the planar base.
22. (new) The selector of Claim 19, wherein the base is cylindrical.
23. (new) The selector of Claim 22, wherein the moveable members are capable of moving radially with respect to the base.
24. (new) The selector of Claim 19, further comprising a first marker located on the base that is associated with the response portion of a first moveable member in the sequence.
25. (new) The selector of Claim 19, wherein the recommended product is a type of food waste disposer.
26. (new) The selector of Claim 19, wherein the response portion associated with the marker of the last moveable member is located on the base.